

Client: NRSC 2012
 Product:
 Campaign: TV: 10/17-10/23/12

Station Order

Strategic Media Services, Inc
 3299 K Street, NW
 Washington, DC 20007
 202-337-5700

Rev #: 0
 Flight From: 10/17/2012 to 10/23/2012

Buyer Name: Stephen Szostak
 Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Estimate No.:
 Contract No.:
 Job No.:

Market: WASHINGTON, DC (HAGRSTWN)

Station: WJLA

Station Contact: Barbara Monares

Actg. Order No.: 2518
 WS Order No.: 68710
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross									
				Rate/ Total	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Total Spots	
1	MTWRF--	EM	GOOD-WSH 5.00A	\$500.00	1	1	1	-	-	1	1	5	
	05:00A-06:00A	30		\$2,500.00									
2	MTWRF--	EM	GOOD-WASH 600A	\$900.00	1	1	1	-	-	1	1	5	
	06:00A-07:00A	30		\$4,500.00									
3	MTWRF--	EM	GD MRN AMR-ABC	\$1,200.00	1	1	1	-	-	1	1	5	
	07:00A-09:00A	30		\$6,000.00									
4	MTWRF--	EM	GOOD WASH 430A	\$150.00	1	1	1	-	-	1	1	5	
	04:30A-05:00A	30		\$750.00									
5	---S-	EM	GD MRN-SAT-ABC	\$500.00	-	-	-	1	-	-	-	1	
	07:00A-08:00A	30		\$500.00									
6	---Su	EM	WALL ST JRNAL	\$150.00	-	-	-	-	1	-	-	1	
	07:00A-07:30A	30		\$150.00									
7	---Su	EM	THIS WEEK-ABC	\$18,000.00	-	-	-	-	1	-	-	1	
	10:00A-11:00A	30		\$18,000.00									
8	MTWRF--	DT	REGIS&KELLY	\$600.00	1	1	1	-	-	1	1	5	
	09:00A-10:00A	30		\$3,000.00									
9	MTWRF--	DT	RACHAEL RAY	\$500.00	1	1	1	-	-	1	1	5	
	10:00A-11:00A	30		\$2,500.00									
10	MTWRF--	DT	VIEW-ABC	\$1,200.00	1	1	1	-	-	1	1	5	
	11:00A-12:00P	30		\$6,000.00									
11	MTWRF--	DT	ABC7 NWS AT 12	\$1,000.00	1	1	1	-	-	1	1	5	
	12:00P-12:30P	30		\$5,000.00									
12	MTWRF--	DT	MILLIONAIRE	\$550.00	1	1	1	-	-	1	1	5	
	12:30P-01:00P	30		\$2,750.00									
13	MTWRF--	DT	CHEW-ABC	\$700.00	1	1	1	-	-	1	1	5	
	01:00P-02:00P	30		\$3,500.00									
14	MTWRF--	EF	REVOLUTION	\$700.00	-	1	1	-	-	1	1	5	
	02:00P-03:00P	30		\$2,100.00									
15	MTWRF--	EF	ANDERSON	\$1,000.00	2	1	2	-	-	1	1	3	
	03:00P-04:00P	30		\$7,000.00									
16	MTWRF--	EF	KATIE	\$1,200.00	2	2	2	-	-	2	2	10	
	04:00P-05:00P	30		\$12,000.00									
17	---S-	SP	ESPN SPTS SAT	\$750.00	-	-	-	1	-	-	-	1	
	04:00P-06:00P	30		\$750.00									
18	MTWRF--	EF	ABC7 NWS AT 5	\$1,200.00	2	2	2	-	-	2	2	10	
	05:00P-06:00P	30		\$12,000.00									
19	MTWRF--	EN	ABC7 NWS AT 6	\$1,500.00	1	1	1	-	-	1	1	5	
	06:00P-06:30P	30		\$7,500.00									
20	MTWRF--	EN	WORLD NEWS I	\$3,000.00	1	-	1	-	-	1	1	5	
	06:27P-06:30P	30		\$6,000.00									
21	MTWRF--	EN	WORLD NEWS II	\$4,000.00	-	1	-	-	-	-	-	2	
	06:57P-07:00P	30		\$12,000.00									
22	---SSu	EN	NEWS WEEKEND	\$1,200.00	-	-	-	-	-	1	1	3	
	06:00P-07:00P	30		\$1,200.00									
23	MTWRF--	PA	WHEEL-FORTUNE	\$3,000.00	-	-	-	1	-	-	-	1	
	07:00P-07:30P	30		\$15,000.00									
24	MTWRF--	PA	JEOPARDY	\$4,000.00	1	1	1	-	-	1	1	5	

Advertiser: NRSC 2012
Campaign: TV: 10/17-10/23/12

Station Order
WASHINGTON, DC (HAGRSTWN) - TV

Station: WJLA

Item#	Days/ Times	DP/ Len	Program Title/ Commi Tag	Station Gross									
				Rate/ Total	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Total Spots	
25	07:30P-08:00P —S-	30 PA	WHEEL-FORTNE W	\$20,000.00 \$1,200.00	.	.	.	1	.	.	.	1	
26	07:00P-07:30P —S-	30 PA	JEOPARDY-WKND	\$1,200.00 \$1,200.00	.	.	.	1	.	.	.	1	
27	07:30P-08:00P M---	30 PT	DANCING STARS	\$14,000.00 \$14,000.00	1	.	.	1	
28	08:00P-10:00P -T----	30 PT	DANC-RESLT-ABC	\$14,000.00 \$14,000.00	1	.	1	
29	09:00P-10:00P —F-	30 PT	20/20-FRI-ABC	\$6,000.00 \$6,000.00	.	.	1	1	
30	10:00P-11:00P —S-	30 SP	ABC COL FOOTBL	\$5,000.00 \$5,000.00	.	.	.	1	.	.	.	1	
31	03:30P-07:00P MTWRF-	30 LN	ABC7 NWS AT 11	\$2,200.00 \$11,000.00	1	1	1	.	.	1	1	5	
32	11:00P-11:30P MTWRF--	30 LF	ABC-NITELINE	\$1,200.00 \$3,600.00	.	1	.	.	.	1	1	3	
33	11:30P-12:00A ---Su	30 LN	ABC7 NWS SUN	\$1,500.00 \$1,500.00	1	.	.	1	
					\$208,200.00	21	22	23	5	4	23	22	120

Month	Station Gross	
	Spots	Dollars
Oct	120	\$208,200.00
	120	\$208,200.00

By: _____